



MET2.PAU.02

2623  
\$  
TFW  
PATENT

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re application of: Isaac BENTOLILA *et al.* ) Examiner: Johnson, Alan M.  
For: SYSTEM AND METHOD FOR )  
BEHAVIORAL MODEL CLUSTERING IN )  
TELEVISION USAGE, TARGETED )  
CLUSTERING, AND PREFERENCE )  
ADVERTISING VIA MODEL PROGRAMMING ) Response to the Office Action  
BASED ON BEHAVIORAL MODEL CLUSTERS ) Dated May 1, 2006  
Application No.: 10/043,698 )  
Filed: January 9, 2002 )

LARGE ENTITY TRANSMITTAL FORM

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

September 1, 2006

Sir:

Transmitted herewith is a Response to the May 1, 2006 Office Action and a Petition for One-Month Extension of Time in the above-identified application.

The enclosed document is being transmitted via the Certificate of Mailing provisions of 37 C.F.R. § 1.8.

The fee has been calculated as shown below:

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR			PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	16	-	15	=	0	\$50.00	\$0.00
INDEPENDENT	2	-	3	=	0	\$200.00	\$0.00
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM						\$360.00	\$0.00
						TOTAL	\$0.00